

ABSTRACT OF THE DISCLOSURE

A system and method for viewing content over the Internet wherein a user accesses a service provider server to view a character icon provided by the service provider to a user interface device. The user will select web site addresses of subscriber target sites where the user can access enhancement content for the character icon to provide functionality to the character icon such as for animating the character icon on the user device. Addresses for such web sites may be provided to the user based on a particular character icon selection which may, in and of itself, signify interests and/or demographic information of the user. Access to enhancement content will be provided by accessing authorization codes present at the target sites. In a preferred embodiment, only certain enhancement content will be operable on certain character icons, thus requiring the user to locate enhancement content that is compatible with the user's character icon.